



# **Adapting Global Strategies for a Domestic Crisis**

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# **The FAO Mandate**

- ◆ **Raise levels of nutrition and standards of living;**
- ◆ **Improve agriculture productivity;**
- ◆ **Better the conditions of rural populations;**
- ◆ **Contribute to the growth of the world economy;**
- ◆ **Ensure humanity's freedom from hunger.**

A stylized world map in shades of blue and green, showing the continents. The map is centered on the Atlantic Ocean, with North and South America on the left and Europe, Africa, and Asia on the right.

# **Obesity**

## **A global problem**

**200+ million  
obese people  
worldwide**

# **Obesity Europe**

**In past ten years the prevalence of obesity has increased 10% to 40% in most European countries**

# Obesity Asia

	M	F
◆ China	2.5%	2.4%
◆ Korea	2%	3%
◆ Philippines	2%	3%
◆ Malaysia	3%	6%

# Obesity

## Sub- Saharan Africa

	M	F
◆Mali	--	1%
◆Senegal	--	4%
◆Zimbabwe	--	6%
◆Namibia	--	7%
◆Mauritius	5%	15%
◆S. Africa	6%	32%

# Obesity

## Latin America

	M	F
◆ Brazil	6%	12%
◆ Havana	7%	10%
◆ Mexico	--	24%

# Obesity

## N. Africa/Middle East

	M	F
◆Tunisia	2%	8%
◆Egypt	12%	32%
◆Bahrain	16%	31%
◆Kuwait	32%	41%

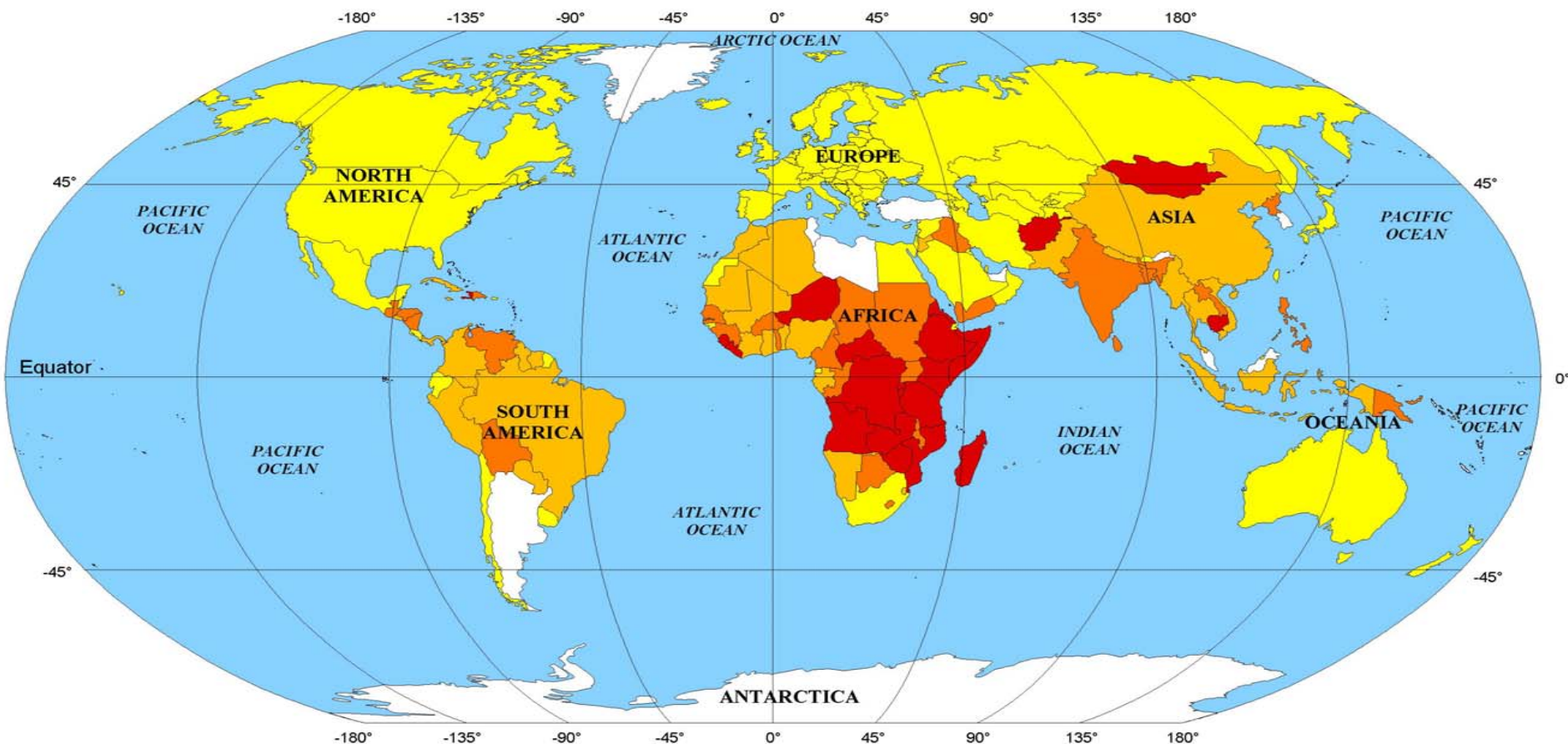


# **Obesity In Developing Countries**

- ◆ **Low rates, but on the rise**
- ◆ **Relatively uncommon in Africa and Asia**
- ◆ **More prevalent in urban than rural populations**
- ◆ **Co-exists with undernutrition**

# Map of World Hunger

## Proportion of undernourished people (1998-2000)



Proportion in total population

Percentage 1998 - 2000



< 5 %    5 - 20 %    20 - 35 %    > 35 %

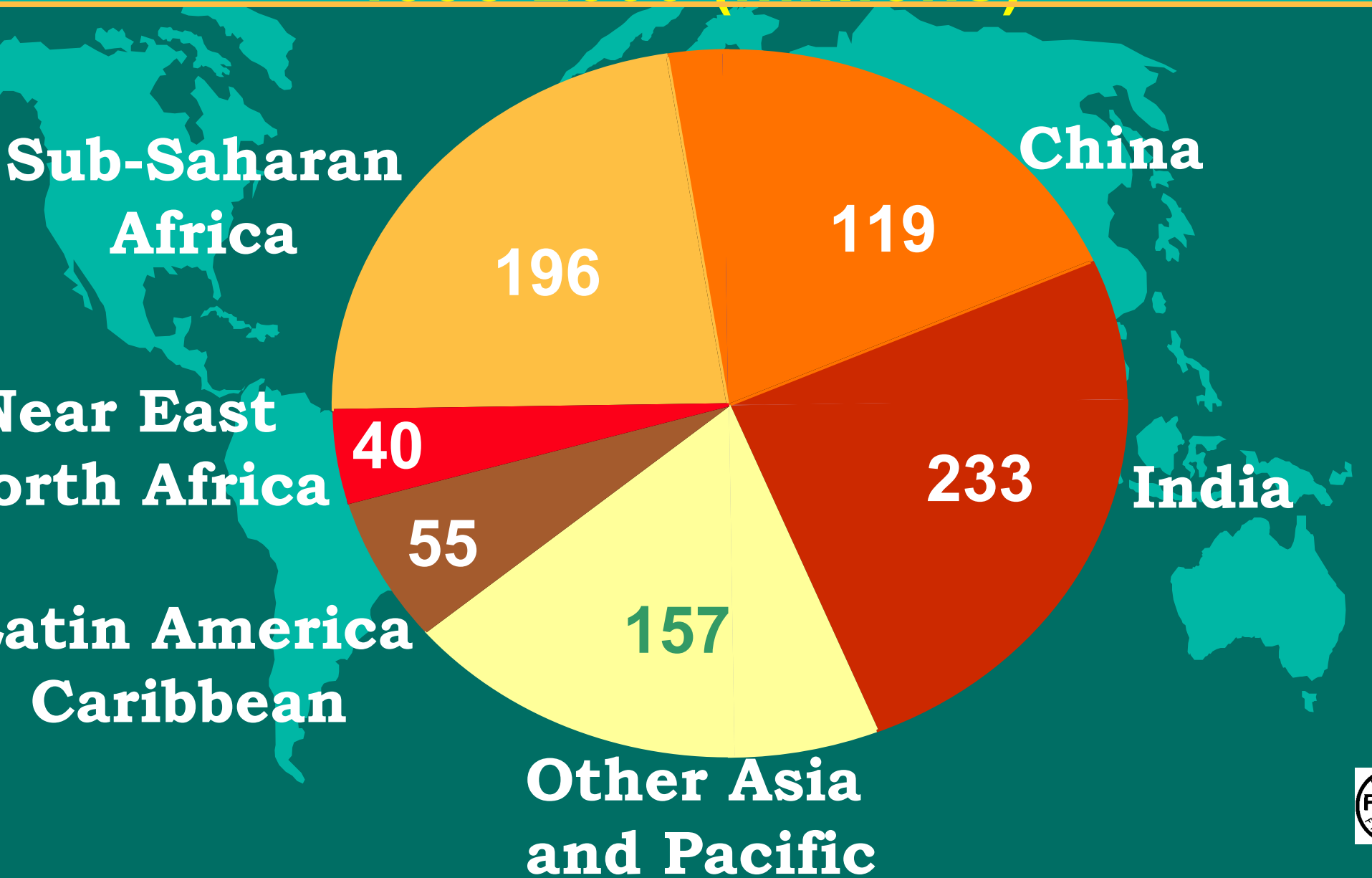


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FAO-GIS (ESNP / S

# Number of undernourished 1998-2000 (millions)



# Childhood Malnutrition

- ◆ 30 million infants born annually with impaired growth due to poor foetal nutrition
- ◆ 182 million children (33%) under 5 stunted
- ◆ 27% of children under 5 underweight

# Micronutrient Deficiencies

- ◆ **Iron: 3.5 billion people affected**
- ◆ **Iodine: 2 billion people at risk**
- ◆ **Vitamin A: 200 million children  
under 5 affected**

# Poverty

**1.3 billion people live on the  
equivalent of less than  
\$1.00/day**

# Addressing Nutrition Problems in the Household requires:

## ◆ Resources

- food
- incomes

## ◆ Knowledge

## ◆ Time

## ◆ Motivation

# **FAO approach to nutrition education**

**Promoting lifelong healthy eating patterns and lifestyles**

- ◆ **tackling local nutrition problems**
- ◆ **relevant to food supply, dietary habits, values**
- ◆ **whole diet in relation to physical activity and other lifestyle factors**
- ◆ **focus on foods and appropriate, safe diets, rather than on nutrients**



# Principles of Dietary Guidance

1. A wide range of dietary intakes are consistent with good health
2. There are no good or bad foods *per se*

# Principles of Dietary Guidance

- 3. There are good and bad diets, but they must be judged according to individual and lifestyle factors**
- 4. Dietary intakes are primarily a matter of choice**

# GET THE BEST FROM YOUR FOOD



Eat  
to meet  
your needs



Keep active-  
stay fit



- ◆ **Enjoy a variety of foods**
- ◆ **Eat to meet your needs**
- ◆ **Protect the quality and safety of your food**
- ◆ **Keep active and stay fit**

# No “bad foods” just bad diets and lifestyles



# **Dietary Guidance**

**Total Diet in context of  
appropriate lifestyle**

- ◆ **No magic bullets**
- ◆ **No poison arrows**

# Empty Calorie



# Hidden Sugar





# Invisible Fat





# **Challenges and Constraints**

**Tough audience**

# Healthy Eating in Europe

**“I DO NOT NEED TO  
MAKE ANY CHANGES TO  
THE FOOD I EAT AS IT IS  
ALREADY HEALTHY”**

**Tend to/strongly agree ---**

# Healthy Eating in Europe

**“I DO NOT NEED TO  
MAKE ANY CHANGES TO  
THE FOOD I EAT AS IT IS  
ALREADY HEALTHY”**

**Tend to/strongly agree ---**

**71%**

# Challenges and Constraints

**Wrong  
media/messenger**

# **Nutrition Information Sources (Europe)**

◆ Magazines	27%
◆ Radio - television	29%
◆ Newspapers	26%
◆ <b>Health professionals</b>	<b>25%</b>
◆ Food packages	22%
◆ Relatives/friends	21%
◆ Advertising	18%
◆ Books	14%
◆ Supermarkets	10%
◆ Health food shops	9%

# Challenges and Constraints

**Wrong message**

**Food is bad for you!**

**“Use sugar, fat and oil  
sparingly”**

**Dietary Guidelines for India**

# Challenges and Constraints

**Can't make  
changes to fit the  
message**



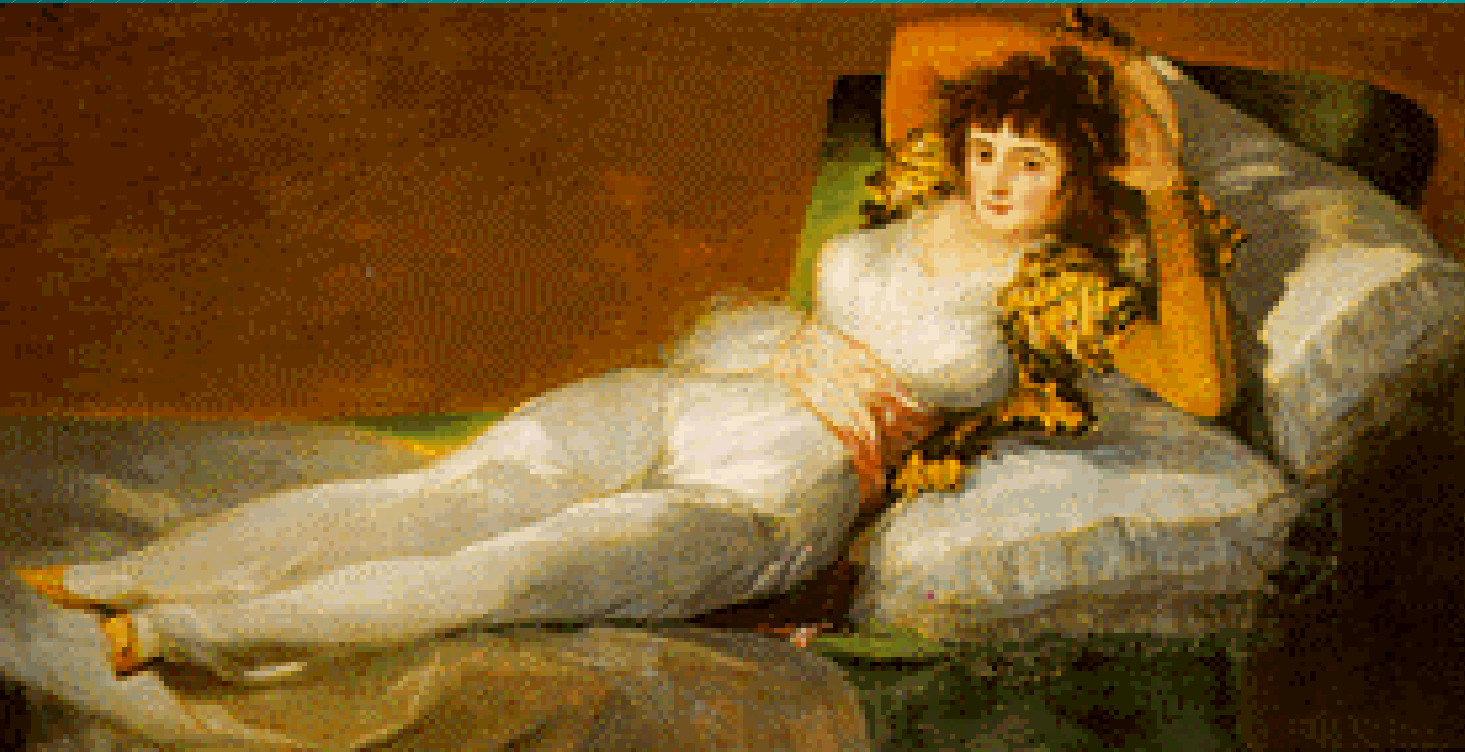
**Do not exceed 30%  
energy from fat**

**Do not exceed 10%  
energy from sugar**

# **Challenges and Constraints**

**Dietary Guidance  
is removed from  
lifestyle and  
physical activity**

# The GOYA Programme



**Get  
Off  
Your....**

**Backside**

A stylized world map in shades of blue and green, serving as a background for the text.

# **Promoting fruit and vegetable intakes**

## **Country examples**

# New Zealand



5+ A Day



# New Zealand

## What is 5+ A Day?

### Multi-media Promotion

- ◆ supermarkets
- ◆ packaging
- ◆ magazines
- ◆ schools
- ◆ television
- ◆ radio
- ◆ buses
- ◆ newspapers

# **New Zealand**

## **The 5+ A Day message works!**

- 81% of all New Zealanders are aware of the 5+ A Day message**
- 90% of those who have children 15 years or under**

# **New Zealand**

**The 5+ A Day message  
works!**

- **46% of all New Zealanders are now eating 5+ every day**
- **compared with just 31% in 1995**



# Denmark

## 6 A Day

To increase fruit and vegetable consumption



# **Denmark**

## **Why 6 A Day?**

**99% of adults are aware  
that fruits and vegetable  
are healthy**

**Yet**

**Fruit and vegetable intake  
did not increase over 10-  
year period**

**Denmark**

6 A Day

**Conclusion?**

**Knowing does not equal  
doing**

# **Denmark**

## **6 A Day**

### **Barrier:**

**Belief that  
they already  
eat enough  
fruits and  
vegetables**

### **Solution:**

**“6 A Day”  
campaign**

# **Denmark**

## **6 A Day**

### **Barrier:**

**Lack of food  
preparation  
time**

### **Solution:**

**Production of  
fruit and  
vegetable  
convenience  
foods**

# **Denmark**

## **6 A Day**

### **Barrier:**

**Lack of access  
to fruits and  
vegetables**

### **Solution:**

**Increased  
supply and  
access to  
fruits and  
vegetables**

# Denmark

## 6 A Day Partners

- ◆ **Ministry of Food, Agriculture and Fisheries**
- ◆ **Danish Food and Veterinary Agency**
- ◆ **Danish Cancer Society**
- ◆ **Produce Marketing Association**
- ◆ **Fruit and Vegetable Processing Association**

# **Germany**

## **5 A Day Programme in Supermarkets**

**Involves 3,200 store  
outlets, with 3.5 million  
daily shoppers**



# Germany

## 5 A Day Programme in Supermarkets

- ◆ **Weekly advertising leaflets featuring 5 A Day message**
- ◆ **Consumer information in produce department occupies 15-20% of the stores**

# **Germany**

## **5 A Day Programme in Supermarkets**

**Additional consumer  
activities:**

- ◆ **school programme**
- ◆ **employee education  
campaign**

# **United Kingdom**

## **5 A Day Programme in Supermarkets**

**Involves the largest  
supermarket chain in the  
country, with 729 stores**

# **United Kingdom**

## **5 A Day Programme in Supermarkets 2001**

**Joined with Cancer UK for  
campaign to distribute  
leaflets and in-store  
posters**

**→ resulted in a 17% increase  
in awareness of 5 A Day**

# **United Kingdom**

## **5 A Day Programme in Supermarkets 2002**

**Began placing 5 A Day and  
portion information on  
packaged fruits and  
vegetables**

**→ resulted in raising  
awareness of 5 A Day to  
31%**

# **United Kingdom**

## **National School Fruit Scheme**

**Pilot study to give free fruit  
each school day to  
children in nursery and  
infant schools**

A stylized world map in shades of blue and green, serving as a background for the text.

# **Promoting physical activity**

## **Country examples**

## - French Children -

◆ **Obesity:**      5.1%    1980  
                     12.7%    1995  
                     16.3%    2000



◆ **Intake:**      2326<sub>kcal</sub>    1978  
    (10 yr olds)    2108<sub>kcal</sub>    2000



◆ **Physical Activity**





# **Singapore**

## **Trim and Fit Programme**

- ◆ **Nutrition education integrated into formal curriculum**
- ◆ **Special physical exercise programmes for overweight students**
- ◆ **Control measures on food and drinks in canteens**

# **Singapore**

## **Trim and Fit Programme**

**Between 1992-2000,  
prevalence of obesity:**

◆ **among 11-  
12 year olds**

**16.6%**



**14.6%**

◆ **among 15-  
16 year olds**

**15.5%**



**13.1%**

**Australia**

Physical Activity Campaign

**Targeted to insufficiently  
active adults ages 25-60**

# **Australia**

## **Physical Activity Campaign**

**Using mass media to  
promote regular, moderate  
physical activity:**

- ◆ **TV and print ads**
- ◆ **Physician mail-outs**
- ◆ **Community support**

# Australia

## Physical Activity Campaign Results

### Awareness ↑

**21% of target  
group recalled  
messages  
(up from 2%)**

### Action ?

**twice as likely  
to have  
increased  
activity**

# **Other Country Activity Programmes**

- ◆ **Netherlands on the Move**
- ◆ **Switzerland: Allez Hop!**
- ◆ **Finland: Fit For Life**
- ◆ **England: Active for Life**
- ◆ **Brazil: Agita Brazil**

# **Lessons Learned**

**Commitment**

**Partnership**

**Effort**

# **Lessons Learned**

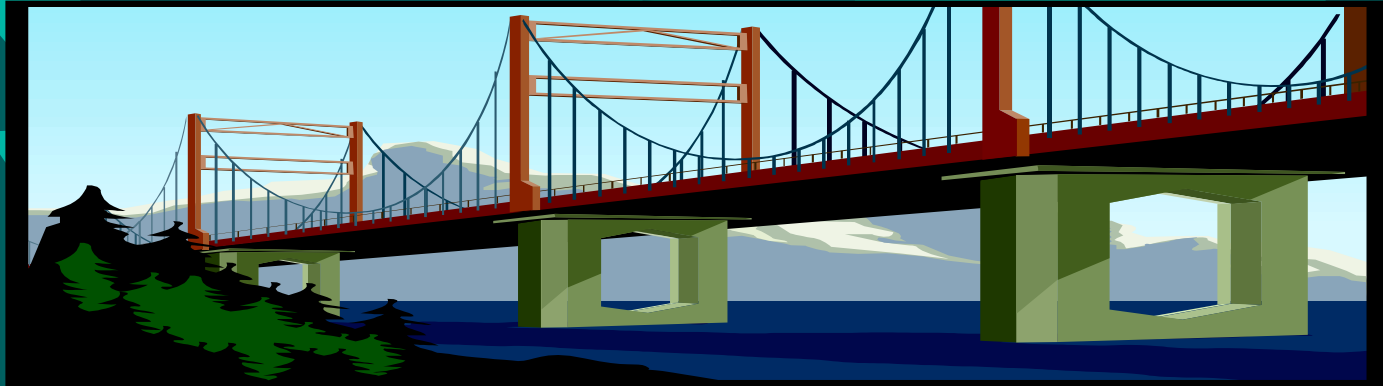
## **Focus:**

- ◆ **on people/behaviors  
regarding foods  
regarding eating**
- ◆ **on physical activity**



# Building Bridges

Undernutrition  
Micronutrient  
efficiencies



Overweight  
Obesity  
Diet-related  
diseases